

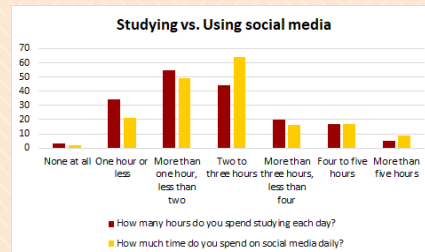
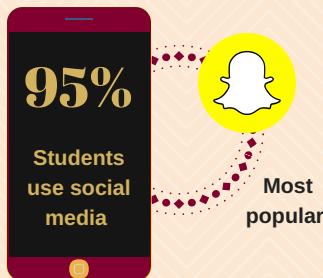
Social Media and GPA

Daija Williams
will4908@crk.umn.edu

University of Minnesota Crookston

Introduction My research question asks the following: Is there a correlation between grade point average (GPA) and time spent using social media? Research shows that there is positive correlation between social media use and academic performance. (Burkland, Stollack, Vandenberg, & Weiss, 2011; Jacobsen & Forste, 2011; Tess, 2013). The results will identify if there is positive correlation on a laptop university campus. This research can be beneficial to most current college students or future college students as well as parents who will utilize the results. The findings of this study can help college students understand social media's influence on their college GPAs. This study is highly important as it could affect future college students if social media has a negative impact on academic performance. Preliminary results are based on 181 survey responses.

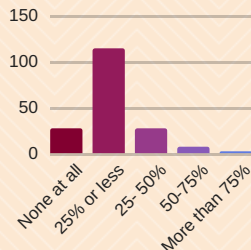
Hypotheses 1. Students who use social media for academic purposes will have positive correlation between frequent use of social media with higher college student GPAs. 2. Non-academic use of social media will positively correlate with lower college student GPAs.



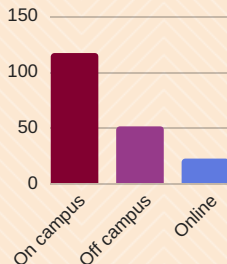
Social Media use during class



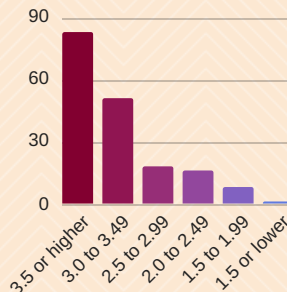
Social media use during study time



On campus vs. Online students



Current Student GPA



References

- Burkland, A., Stollack, M., Vandenberg, A., & Weiss, S. (2011). Getting social: The impact of social networking usage on grades among college students. *Proceedings from ASBBS Annual Conference*, 18(1), 859-865.
- Jacobsen, W. C., & Forste, R. (2011). The wired generation: Academic and social outcomes of electronic media use among university Students. *Cyberpsychology, Behavior, and Social Networking*, 14(5), 275-280. doi: 10.1089/cyber.2010.0135
- Tess, P. A. (2013). The role of social media in higher education classes (real and virtual) – A literature review. *Computers in Human Behavior* 29(5), A60-A68. doi: 10.1016/j.chb.2012.12.032